Orders

Order / Rev:

Alt Order #:

06829899

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

08/22/12 - 08/28/12

Original Date / Rev:

06/26/12 / 08/31/12

Order Type:

GENERAL

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:



Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Agency Commission:

Broadcast EOM/EOC

00:05:00

15%

Cash

Advertiser

Name:

Heller, Dean for U.S. Senate ___ ViSe

Demographic:

A35+

PLC01

Product Codes: Priority:

Revenue Codes:

SELECT PRIORITY CODE

POLÍTICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Dill i lati				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	31	\$23,175.00	\$19,698.75
08/27/12	08/28/12	18	\$13,600,00	\$11.560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	31	\$23,175.00	\$19,698.75	0.00
September 2012	18	\$13,600.00	\$11,560.00	0.00
Totals	49	\$36,775.00	\$31,258.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$36,775.00
Market	100%	\$159,891.30

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$57,560.87
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$28,780.43
KTUD	1%	\$1,598.91
KVVU	15%	\$23,983.70
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,192.39

	l.n	Ch	Start	End	Inventory Code	Break	Start/End Tim	e Days	Len Spo	ots	Rate Pri	Rtg Type \$	Spots	Amount
Ē	= 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/\ M-F 5-6a WakeUp w/	•	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
		NEWS			· ·	Ü								
		Star	t Date	End Date	Weekdays Spe	ots/Week	<u>Rate</u> <u>F</u>	Rating						

Print Date: 09/04/12 08:48:40

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Order / Rev:

103544

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06829899

Product Desc:

HELLER FOR SENATE

KSNV

Flight Dates:

08/22/12 - 08/28/12

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type S	Spots	Amount
E 1 KSNV 08/22/12 08/24/12	M-F 5-6a WakeUp w/Wa@M	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200.00
NEWS	M-F 5-6a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/20/12 08/26/12	WTF 3	\$400.00	0.00	.00		A400 004	0.00.104		****
E 2 KSNV 08/27/12 08/28/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	MT	:30	2	\$400.001	0.00 NM	2	\$800,00
NEWS									
Start Date End Date Week: 08/27/12 09/02/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$400.00	Rating 0.00				1		
E 3 KSNV 08/27/12 08/27/12		6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
	M-F 6-7a WakeUp w/Wagners						·		·
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/27/12 09/02/12	M 1	\$700.00	0.00						
E 4 KSNV 08/22/12 08/22/12		6-7a	M	:30	1	\$700.001	MM 00,0	1	\$700.00
NEWS	M-F 6-7a WakeUp w/Wagners						ŀ		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week; 08/20/12 08/26/12		\$700.00	0.00			A. :			4
E 5 KSNV 08/23/12 08/23/12	Today Show CM Today Show	658a-9am	T	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
TODAY	, cau, chon								
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Weekdays Spots/Week	<u>Rate</u>	Rating 0.00						
E 6 KSNV 08/28/12 08/28/12	·	\$1,400.00 658a-9am	-T	:30		\$1,400.001	0.00 NM	1	\$1,400.00
	Today Show					4.,	1,00	·	41,100.00
TODAY Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week; 08/27/12 09/02/12	-T 1		0.00				l		
E 7 KSNV 08/28/12 08/28/12	M-F Today Show II 3rd H0M	9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
TODAY II	M-F Today Show II								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 08/27/12 09/02/12	-T 1	\$500.00	0.00				0.00.101		44 555 55
E 8 KSNV 08/22/12 08/24/12	M-F Today Show II 3rd H0M M-F Today Show II	9-10a	W-F	:30	2	\$500.001	0.00 NM	2	\$1,000.00
TODAY II									
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Weekdays Spots/Week		Rating 0,00						
E 9 KSNV 08/22/12 08/24/12		10am-11am	WTF	:30	3	\$325.001	0.00 NM	2	\$650.00
	Today 4th Hour					,			*
TODAY III Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/20/12 08/26/12	WTF 3		0.00						
		t/End Time		<u>Veekdays</u>			Rtg Type		
1 KSNV 08/20/12-08/26/12 I Credited	VI-F Today Show III 4th Hr 10a	m-11am	р	-WThF	-	:30 (\$325. 00) 0.00 NW		
[credit]									
E 10 KSNV 08/27/12 08/28/12		10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
TODAY III	Today 4th Hour								
Start Date End Date	Weekdays Spots/Week		<u>Rating</u>						
Week; 08/27/12 09/02/12	MT 2		0.00	.20		\$40E 004	0.00.11		#050.00
E 11 KSNV 08/27/12 08/28/12	Noon News CM Noon News	12-1230pm	МТ	:30	2	\$425.001	0.00 NM	2	\$850.00
NEWS	•								
<u>Start Date</u> <u>End Date</u> Week: 08/27/12 09/02/12	Weekdays Spots/Week		Rating 0.00						
E 12 KSNV 08/23/12 08/24/12		12-1230pm	TF	:30	2	\$425.001	0,00 NM	2	\$850.00
	Noon News	•							·

Print Date: 09/04/12 08:48:40

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Order / Rev:

103544 06829899

Advertiser:

Heller, Dean for U.S. Senate

All Order #:

08/22/12 - 08/28/12

Product Desc:

HELLER FOR SENATE

KSNV

Flight Dates:	light Dates: 08/22/12 - 08/28/12				

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri I NEWS	Rtg Type Spots	Amount
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12TF 2 \$425.00 0.00		
E 13 KSNV 08/22/12 08/24/12 M-F Early News CM 5-630pWTF :30 6 \$1,000.001 M-F Early News	0.00 NM 6	\$6,000.00
NEWS <u>Start Date</u> End Date <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>		
Week: 08/20/12 08/26/12 WTF 6 \$1,000.00 0.00 E 14 KSNV 08/27/12 08/28/12 M-F Early News CM 5-630p MT :30 4 \$1,000.001	0.00 NM 4	#4.000.00
M-F Early News NEWS	0.00 NM 4	\$4,000.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 MT 4 \$1,000.00 0.00		
E 15 KSNV 08/27/12 08/28/12 M-F Wheel CM 7-730pm M :30 1 \$1,000.001	0.00 NM 1	\$1,000.00
M-F Wheel of Fortune WHEEL		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 08/27/12 09/02/12 M 1 \$1,000.00 0.00		
E 16 KSNV 08/22/12 08/24/12 M-F Wheel CM 7-730pmWTF :30 3 \$1,000.001	0.00 NM 3	\$3,000.00
M-F Wheel of Fortune WHEEL		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 08/20/12 08/26/12WTF 3 \$1,000.00 0.00		
E 17 KSNV 08/22/12 08/24/12 Face to Face w/ RalstonCM 730-758pmWTF :30 3 \$800,001	0.00 NM 3	\$2,400.00
Face to Face w/ J.Ralston FACE		
Start Date End Date <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12WTF 3 \$800.00 0.00		
E 18 KSNV 08/27/12 08/28/12 Face to Face w/ RalstonCM 730-758pm M :30 1 \$800.001 Face to Face w/ J.Ralston	0.00 NM 1	\$800.00
FACE		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 08/27/12 09/02/12 M 1 \$800.00 0.00		
E 19 KSNV 08/23/12 08/23/12 M-F News 3 at Eleven CM 11pm-1135pmT :30 1 \$1,100.001 M-F News 3 at Eleven	0. 00 NM 1	\$1,100.00
NEWS NEWS		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 08/20/12 08/26/12T 1 \$1,100.00 0.00		
E 20 KSNV 08/27/12 08/27/12 M-F News 3 at Eleven CM 11pm-1135pm M :30 1 \$1,100.001	0.00 NM 1	\$1,100.00
M-F News 3 at Eleven NEWS		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 M 1 \$1,100.00 0.00		
E 21 KSNV 08/25/12 08/26/12 Sa-Su News 3 at ElevenCM 11pm-1135pmSS :30 2 \$1,100.001	0.00 NM 2	\$2,200.00
Sa-Su News 3 at Eleven NEWS		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 08/20/12 08/26/12SS 2 \$1,100.00 0.00		
E 22 KSNV 08/25/12 08/25/12 News 3 Sunrise - SATURIM 6a-7aS- :30 1 \$350.001	0.00 NM 1	\$350.00
News 3 Sunrise SATURDAY NEWS		
<u>Start Date </u>		
E 23 KSNV 08/25/12 08/26/12 Sa-Su Early News CM 5pm-630pmSS :30 2 \$650.001	0.00 NM 2	\$1,300.00
Sa-Su Early News NEWS		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 SS 2 \$650.00 0.00		

Print Date: 09/04/12 08:48:40 Page 4 of 4

Totals

\$36,775.00

 Order / Rev:
 103544
 Advertiser:
 Heller, Dean for U.S. Senate

 Alt Order #:
 06829899
 Product Desc:
 HELLER FOR SENATE
 KSNV

 Flight Dates:
 08/22/12 - 08/28/12
 Estimate:

E23 KSNV 08/25/12 08/26/12 Sa-Su Early News CM Spm-630pm	Ln Ch Start End	Inventory Code - Brook	Ctart/Cad T	ima Dava	Lan On-A	D-4- D-1	D. T	0 1	
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week/308/20/12 08/26/1255 2 \$650.00 0.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtig Type 1 KSNV 08/20/12-08/26/12 Sa-Su Early News Spm-630pm 5a-Su :30 (\$650.00 0.00 N/M See MG 23.3 IPGM CHG = NEWS3 LIVE IN PRIME 3 KSNV 08/26/12-08/26/12 News 3 Live in Prime 7-10pm Su :30 (\$650.00 0.00 N/M See MG 23.3 08/26/12 News 3 Live in Prime 7-10pm Su :30 (\$650.00 0.00 N/M See MG 23.3 08/26/12 News 3 Live in Prime 7-10pm Su :30 (\$650.00 0.00 N/M See MG 23.3 08/26/12 News 3 Live in Prime 7-10pm Su :30 (\$650.00 0.00 N/M See MG 23.3 08/26/12 News 3 Live in Prime 7-10pm Su :30 (\$650.00 0.00 N/M 1 \$625.00 0.00 N/M 1 \$625.00 0.00 N/M 1 \$625.00 N/				ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12	E 23 KSNV 08/25/12 08/26/12		5pm-630pm	SS	:30	2 \$650.001	0.00 NM	2	\$1,300.00
New Color	NEWS	oa oa many Novo							
Spot Ch Date Ray			<u>Rate</u>	Rating					
1 KSNV 08/20/12-08/26/12 Sa-Su Early News 5pm-630pm5asu :30 (\$650.00) 0.00 NM See MG 23.3 [PSM CHG = NEWS3 LIVE IN PRIME] 3 KSNV 08/26/12-08/26/12 News 3 Live in Prime 7-10pmSu :30 \$650.00 0.00 NM MG for 23.1 08/26 [INV CODE] E 24 KSNV 08/26/12 08/26/12 Sunday Today CM 7a-8amS :30 1 \$625.001 0.00 NM 1 \$625.00 SUN TODAY Sunday Today S		*							
See MG 23.3 [PGM CHG = NEWS3 LIVE IN PRIME]				<u>)</u>					
FGM CHG = NEWS3 LIVE IN PRIME 3 KSNV 08/26/12-08/26/12 News 3 Live in Prime 7-10pm 7		pa-ou carry riews Spri	r-050piii		sasu	.30 (3030.00)	U.UU /VIII)		
## MG for 23.1 08/26 INV CODE E 24 KSNV 08/26/12 08/26/12 Sunday Today CM 7a-8am S :30 1 \$625.001 0.00 NM 1 \$625.00 SUN TODAY Start Date Meek: 08/20/12 End Date 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 08/26/12 O8/26/12 O8/2		.IVE IN PRIME]							
E 24 KSNV 08/26/12 08/26/12 Sunday Today CM 7a-8am S :30 1 \$625.001 0.00 NM 1 \$625.00		News 3 Live in Prime 7-1	Орт		Su	:30 \$650.00	0.00 NM		
SUN TODAY Start Date End Date Weekdays Spots/Week Rate Rating Sunt Date Weekdays Spots/Week Rate Rating Start Date Weekdays Spots/Week Rate Rating Spots Night in Las Vegas	<u> </u>						i		
SUN TODAY Start Date End Date Weekdays Spots/Week Rate Rating \$625.00 0.00		Sunday Today CM	7a-8am		.30	1 \$625,001	O OO NM	1	ቀ ድጋፍ በበ
Start Date End Date Weekdays Spots/Week Rate Rating \$625.00 0.00	22. No.11 00.23.72 00.20.72	•	ra ouiii	3	.00	ΨΟΣΟ.ΟΟ 1	O.OO IVIVI	'	φ025.00
Week: 08/20/12 08/26/12 08/26/12 08/26/12 Sports Night in Las Vegas Sun 1135p-1200a	SUN TODAY	• • •							
E 25 KSNV 08/26/12 08/26/12 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 08/26/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN-T 30 1 \$1,000.001 0.00 NM WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 -T 1 \$1,000.00 0.00 N27 KSNV 08/28/12 08/28/12 Face to Face in PRIME CM 8-11pm -T 30 1 \$800.001 0.00 NM Face to Face in PRIME FACE Start Date End Date Weekdays Spots/Week Rate Rating FACE Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating FACE Start Date End Date Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Start Date End Date Spots/Week Rate Rating Start Date Spots/Week Rate Rating									
Sports Night in Las Vegas									
SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rate Rating	E 25 KSNV 08/26/12 08/26/12	=	Sun 1135p-1	200aS	:30	1 \$400.001	0.00 NM	1	\$400.00
Week: 08/20/12 08/26/12 S 1 \$400.00 0.00 N 26 KSNV 08/28/12 0	SPORTS NIGHT	Oporta Might III Las Vegas							
N 26 KSNV 08/28/12 08/28/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN-T :30 1 \$1,000.001 0.00 NM 1 \$1,000.00 Wheel in Prime WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 -T 1 \$1,000.00 0.00 N 27 KSNV 08/28/12 08/28/12 Face to Face in PRIME CM 8-11pm -T :30 1 \$800.001 0.00 NM 1 \$800.00 Face to Face in PRIME FACE Start Date End Date Weekdays Spots/Week Rate Rating		Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>					
Wheel in Prime WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 -T 1 \$1,000.00 0.00 N27 KSNV 08/28/12 08/28/12 Face to Face in PRIME CM 8-11pm -T :30 1 \$800.00 0.00 Face to Face in PRIME FACE Start Date End Date Weekdays Spots/Week Rate Rating Rating Rating Rating Rating Start Date End Date Weekdays Spots/Week Rate Rating			\$400.00	0.00		***			
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Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 -T 1 \$1,000.00 0.00 N27 KSNV 08/28/12 08/28/12 Face to Face in PRIME CM Face to Face in PRIME 8-11pm -T :30 1 \$800.00 1 0.00 NM 1 \$800.00 FACE Start Date End Date Weekdays Spots/Week Rate Rating	WHEEL	vvneel in Prime							
Week: 08/27/12 09/02/12 -T 1 \$1,000.00 0.00 N27 KSNV 08/28/12 08/28/12 Face to Face in PRIME CM Face to Face in PRIME CM Face to Face in PRIME 8-11pm -T :30 1 \$800.00 1 0.00 NM 1 \$800.00 FACE Start Date End Date Weekdays Spots/Week Rate Rating Rate Rating		Weekdays Spots/Week	Rate	Rating					
Face to Face in PRIME FACE Start Date End Date Weekdays Spots/Week Rate Rating									
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays Spots/Week Rate</u> <u>Rating</u>	N27 KSNV 08/28/12 08/28/12		8-11pm	-T	:30	1 \$800.001	0.00 NM	1	\$800.00
Start Date End Date Weekdays Spots/Week Rate Rating	EACE	Face to Face in PRIME							
		Weekdays Snots/Mod	Rate	Dating					
1 4000, 00/21/12 00/0m/12 1 1 4000,00 0,00	Week: 08/27/12 09/02/12		\$800.00	<u>Raung</u> 0,00					